

YEAR in REVIEW

2024

DEPARTMENT OF MANAGEMENT

"Shaping Minds,
Building Futures"

"A Timeless Journey
Of Learning And
Growth"



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ACKNOWLEDGEMENT

Prof. E. A. Weerasinghe, Vice-Chancellor of NSBM, for your visionary leadership and profound contributions to the progress of higher education in Sri Lanka.

Prof. Chaminda Rathnayake, Deputy Vice-Chancellor of NSBM, for your steadfast support and encouragement in all departmental endeavors.

Prof. Baratha Dodankotuwa, Head of Academic Development and Quality Assurance, for your inspirational leadership and unwavering commitment.

Ms. Thilini de Silva, Dean of the Faculty of Business, for your consistent encouragement and motivation throughout the publication process.

Ms. Bhasuri Amarathunga, Head of the Department of Management, for your invaluable leadership and guidance.

Ms. Aushadharie Kaushalya and Ms. Prabha Silva, for your meticulous oversight and direction in driving the progress of this publication.

To the members of the Department of Management Public Relations team, whose dedication and hard work have been integral to the success of this publication - your collective efforts have made this achievement possible.

Message From the Editorial Team



We are thrilled to present the Annual Review of the NSBM Management Department, showcasing a year of remarkable achievements. From organizing major events and welcoming esteemed guest speakers to advancing research and creating exceptional educational opportunities, our department has consistently excelled. Stay informed about our milestones and share this review with your colleagues and friends!



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MESSAGE FROM THE DEAN FACULTY OF BUSINESS



➤➤➤ **Ms.Thlini De Silva**

NSBM Green University, one of Sri Lanka's most prestigious higher education institutions, is celebrated for its academic excellence, innovation, and global affiliations. As an accredited degree-awarding body, NSBM offers an extensive portfolio of **over 50** undergraduate and postgraduate programs through its Faculties of Business, Computing, and Engineering & Science. With a vibrant community of more than 12,000 students, NSBM provides a dynamic and inclusive learning environment, equipping graduates with the skills and knowledge to excel in the global arena.

The Faculty of Business stands out as the largest and most dynamic faculty, offering over 25 programs and enrolling nearly 5400 students.

It serves as a hub for both academic and professional growth, empowering students with a comprehensive understanding of the modern business landscape and preparing them to thrive in competitive industries.

At the heart of this faculty is the Department of Management, which has earned a reputation for excellence through its specialized programs in Management, International Business, and Human Resource Management. By integrating academic rigor with practical skills, the department cultivates leadership qualities, critical thinking, and ethical decision-making among students.

The department also focuses on holistic development by organizing a variety of events, workshops, and initiatives that broaden perspectives, enhance interpersonal skills, and foster a growth-oriented mindset. These efforts ensure that students graduate as well-rounded individuals, ready to tackle real-world challenges and contribute meaningfully to society.

I extend my warmest congratulations to the Department of Management for their exceptional achievements during a remarkable year. Their commitment to innovation and academic excellence continues to set new benchmarks. I eagerly look forward to their continued success in shaping future leaders and making a lasting impact on the academic and professional community.

MESSAGE FROM THE HEAD OF DEPARTMENT OF MANAGEMENT



➤➤➤ **Ms. Bhasuri Amarathunge**

I am filled with immense pride and joy as I take this opportunity to reflect on and celebrate the outstanding accomplishments and significant progress achieved by the Department over the past year. It is a privilege to acknowledge the collective efforts and unwavering commitment that have brought us to where we stand today.

The past twelve months have presented a range of challenges that tested our strength, resilience, and adaptability. These obstacles, though demanding, have been instrumental in shaping our growth and pushing us to new heights. In facing these trials with courage and determination, we have not only overcome difficulties but thrived, showcasing a steadfast dedication to excellence and a shared vision of progress. These experiences serve as a powerful reminder of what we can achieve when we come together with a common purpose.

In the midst of the hustle and bustle of our daily lives, it is essential to pause and recognize every milestone, no matter how small it may seem. Each achievement—be it an individual triumph or a collaborative success—plays a vital role in strengthening the foundation of our Department and propelling us closer to our aspirations. Acknowledging these accomplishments allows us to appreciate the journey we are on and fuels our drive for continuous improvement.

This publication stands as a tangible testament to the resilience, dedication, and achievements of everyone involved. It is more than just a record of our milestones; it is a beacon of inspiration, a reflection of our collective spirit, and a reminder of the transformative impact we strive to create. The strides we have made together are a testament to the shared commitment that defines the Department of Management and its community.

As we celebrate the progress we have achieved, we remain resolute in our efforts to build on this legacy. Together, we will continue to push boundaries, innovate, and set new benchmarks for excellence. The journey ahead is filled with promise, and I am confident that, united in our purpose, we will continue to shape a future that upholds and enhances the illustrious legacy of the Department of Management.

ABOUT THE DEPARTMENT



"Where vibrant minds converge to create, share, and redefine knowledge in business management and beyond."

The Department of Management, the largest within its faculty, serves as a center for business scholarship and research, focusing on areas like management science, international management, human resource management, and human capital development. Its mission is to shape ethically-driven future business leaders by fostering academic excellence and personal growth through diverse projects and developmental programs.

The department comprises two specialized units: the Human Resources Unit and the International Business Management Unit, supported by 14 lecturers. It also hosts four student-led subject circles—Human Resource Circle, International Business Management Circle, Entrepreneurship Circle, and Young Researchers' Club—which promote creativity and collaboration under lecturer supervision.

DEGREE PROGRAMS

1

BSC (HONS) INTERNATIONAL MANAGEMENT AND BUSINESS PLYMOUTH UNIVERSITY – UNITED KINGDOM

Embark on a transformative journey through the world of international business, delving into the intricate web of global dynamics. Discover how economic, political, business, marketing, and cultural forces shape the international landscape. Gain more than knowledge—develop critical insights that empower undergraduates to make a global impact. This degree is your gateway to a thriving career, seamlessly merging academic excellence with indispensable skills.

2

BM (HONS) IN INTERNATIONAL BUSINESS UGC APPROVED – OFFERED BY NSBM

Take off on a four-year academic journey at NSBM Green University Town, earning a specialized International Business Management degree recognized by the University Grants Commission. This program, tailored to meet global corporate demands, includes an internship and dissertation, offering a unique pathway to numerous opportunities. Cultivate corporate finesse, impeccable attitudes, and extensive knowledge while strategically refining management and interpersonal skills to navigate the competitive global business environment.

3

BACHELOR OF BUSINESS: DOUBLE MAJOR IN MANAGEMENT AND INNOVATION & SUPPLY CHAIN AND LOGISTICS MANAGEMENT VICTORIA UNIVERSITY – AUSTRALIA

Embark on an academic journey blending core business knowledge with specialized majors in Management & Innovation and Supply Chain & Logistics Management. Dive into strategies, techniques, and leadership essentials for the ever-evolving global business landscape with Management & Innovation. Alternatively, delve into sustainable practices across procurement, inventory, warehousing, transportation, and distribution with Supply Chain & Logistics Management. This is your transformative pathway to shaping the future of business expertise.

4

BSC IN BUSINESS MANAGEMENT (HUMAN RESOURCE MANAGEMENT) (SPECIAL) UGC APPROVED – OFFERED BY NSBM

Embark on the NSBM B.Sc. in Business Management (Special) Degree, a transformative journey designed to equip students for the ever-evolving business landscape. This program provides an in-depth understanding of essential organizational functions, nurturing leadership, business expertise, and interpersonal skills. Beyond employability, our mission is to instill a profound sense of responsibility towards the nation, shaping a generation of business leaders poised to drive meaningful change.



ACADEMIC STAFF



MS. THILINI DE SILVA

Phd - Stockholm University Sweden (Reading), MBA - Postgraduate Institute Of Management, BSc in Banking And Finance - University Of Wayamba

Dean - Faculty of Business | Senior Lecturer



PROF. BARATHA DODANKOTUWA

MSc in Civil Engineering (Urban Planning) - Kobe University – Japan, Postgraduate Diploma In Demography-University of Colombo, BSc In Estate Management and Valuation (Special) – University of Sri Jayewardenepura

Head - Academic Development & Quality Assurance | Associate Professor



MS. BHASURI AMARATHUNGE

PhD in Management – NSBM (Reading), MSc in Management – University of Sri Jayewardenepura, BSc in Management (HRM Special) - University of Sri Jayewardenepura

Head - Department of Management | Senior Lecturer



PROF. DUSHAR DAYARARTHNA

PhD in Human Resource Management - La Trobe University Australia, MSc in HRM - University of Sri Jayewardenepura, Postgraduate Certificate Course in HRM - PIM, Bachelor of Business Management in HRM (Special), University of Kelaniya

Professor



MR. PRASANNA PERERA

PhD in Multidisciplinary - NSBM (Reading), MHRM - University of Colombo, BSc (Maths & Stat) - University of Colombo, Post Graduate Diploma in Education/ Post Graduate Diploma - University of Colombo, Post Graduate Diploma in OR - University of Moratuwa

Senior Lecturer

ACADEMIC STAFF



MS. AUSHADHARIE KAUSHALYA

Ph.D in Management - (Reading) - NSBM, Masters of Business Administration, Federation University- Australia, Bachelor of Business (Accountancy), RMIT University- Australia, Post Graduate Diploma - Leadership in Management - Australia, Diploma - Leadership in Management, Australia

Lecturer | Head of Student Affairs



MS. SHEHANI JOSEPH

Masters in Business Administration - Teesside University - UK, Bsc. Business Management - NSBM Green University, Diploma in English Language | Certificate in Computer Science

Lecturer | Country Coordinoator UK Partnerships at NSBM Green University irs



MS. UDANI DILRANGI

DBA (Reading) - Lincoln University College, Malaysia, MBA in Entrepreneurship - NSBM, BSc. (Hons) in International Management and Business - University of Plymouth, UK

Lecturer



MS. THAMODYA EDIRIWEERA

M. Phil in Business (Reading) - University of Sri Jayewardenepura, Bachelor of Business Administration (Special) (First Class Honours)- University of Colombo.

Lecturer



MS. PRABHA SILVA

MBA, Postgraduate Institute of Management, Bachelor of Science (First Class Honours) (Agriculture) Special in Agribusiness Management, PQHRM - Chartered Institute of Personnel Management

Lecturer

ACADEMIC STAFF



MS. DILKI HANSIKA

MSc in Management - Reading, University of Sri Jayawardanapura, Bachelor of Business Administration (First Class, Honours), University of Colombo

Lecturer



MS. HASALI RAJAKARUNA

MSc in Management (Reading), Bachelor of Science in Business Management(Special) (First Class Honours), NSBM Green University

Temporary Lecturer



MS. SENALI GURUGE

M.Sc. in Management (USJP) (R), BSc. Business Management (HRM)(First Class Honours) (Special) NSBM Green University

Teaching Assistant



MR. VENUKA BATAGODA

MBA in International Business, University of Colombo, (Reading), BBA in International Business, University of Colombo, (First Class Honours), Professional Dip. in Supply Chain Management (UK)

Teaching Assistant

MODULES AND CIRCLES

Lecturer name	Conducted modules	MIC/ Projects Involved for the Year 2024
Ms. Thilini De Silva	My professional Brand, Principles of Management, Organizational Behaviour, Organizational Leadership and Culture	Dean - Faculty of Business
Ms. Bhasuri Amarathunge	Organizational Behaviour Introduction to sustainability Human Resource Management Managing People Innovation and Entrepreneurship International HRM Strategic HRM Employee Resourcing	Head- Department of Management, Advisory Committee Exquisite 3.0, MIC- Association of Business Management (ABM)
Prof. Dushar Dayarathne	· Managing Organizational Change, Strategic HRM, Business Studies, Soft Skills Development, Contemporary Issues in Management	Symposium Chair DOMSRS, Research Steering Committee, IBM Curriculum Review Committee
Mr. Prasanna Perera	Professional Development, Soft Skills Development, Personal NGT and Effectiveness, Work Psychology, Psychology for Engineering, Training in Skills Development, Capacity Building, Personality Development	MIC of Students' Well-being Association of NSBM, MIC of the Buddhist Society of NSBM, Senior Student Counsellor- NCARE, Trainer for Industry Employees/School Students and Internal Staff
Ms. Aushadarie Kaushalya	Principles of Management, Strategic Management, Knowledge Management, Management Information Systems, Computer Applications, International Business Management, Foreign Direct Investments, Business in Global Context, Professional Business Project	Head of Student Affairs, MIC - Public Relations, Department of Management, MIC - NSBM Athletics Club, MIC - NSBM Volunteer Club, MIC - NFORCE Club, ICOBI 2024, National Business Excellence Awards 2024 (Gold Award) - Committee Member, Participation - AACSB - Asia Pacific Accreditation Conference, Indonesia

MODULES AND CIRCLES

Lecturer name	Conducted modules	MIC/ Projects Involved for the Year 2024
Ms. Shehani Joseph	Business studies , Soft skills development, Entrepreneurship and Innovations, International business management, Entrepreneurship, Contemporary issues in International business, International business management in contemporary context, Entrepreneurship Venture Scale up, Enterprise and Innovations, Microeconomics tutorials.	Country Coordinator UK Partnerships at NSBM Green University, Secretary - Department of Management Student Research Symposium 2024, Lecturer in charge in Entrepreneurship Circle, Young Business Researcher's Club, Rugby Club, Dancing Club, Track Manager - ICOBI 2024
Ms. Udani Dilrangi	Enterprise and Innovation, Principles of Management and Business, Enterprise Creativity and Innovations (FOC)	MIC of Entrepreneurship Circle, MIC of NFORCE Club, Colors Night '24, Business Dialogue Special Edition '24, Global Entrepreneurship Week '24, Career Fair '24, IBM Degree Revision
Ms. Thamodya Ediriweera	Organizational Behaviour, Business Environment, Business Theory and Environment (Foundation), Principles of Management, Human Resources Development, Human Resources Management and Organizational Behaviour, Professional Development, Personal Development (FOC)	MIC of International Business Management Circle, Co-MIC of NSBM Chess Club, Coordinator of IBM Unit, Node Lead of IBM Plymouth Degrees, Students' Research Symposium - Department of Management, Head of Marketing, Media and PR - ICOBI 2024, Organizing Committee - Sports Fiesta 2024, Presidential Environment Awards 2024 (Gold Award)
Ms. Prabha Silva	Principles of Management and Business , Strategic Management, Internationalization of Entrepreneurship and Innovation, Cross Cultural Management, Organizational Behaviour, Human Resource Management, Soft Skills Development, Knowledge Management	MIC of Students' Welfare Association of NSBM, MIC of Public Relations Team of Department of Management, Year Review 2023, Lounge Episode 3, Lounge Episode 4, Track Manager for HRM in ICOBI 2024, DOMSRS Committee Member, Venture Verse'24, Sustain Xpo'24

MODULES AND CIRCLES

Lecturer name	Conducted modules	MIC/ Projects Involved for the Year 2024
Ms. Dilki Hansika	Principles of Management. Organizational Behaviour, Introduction to International Business Management, Business Environment, Principles of Management and Economics, Leadership for Organizational Change, Organizational Leadership, Reward Management, Principles of Management and Business (tutorials)	MIC of Human Resources Circle, Coordinator - HR Degree Programs, Co-MIC of AIESEC in NSBM, Business Dialogue - 1st Edition 2024, students' Research Symposium - Department of Management, Track Manager - ICOBI 2024, Editorial Committee - IJCBR Volume 3 issue 1, Organizing Committee - Sport Fiesta 2024, EXQUIZITE 3.0, Member - Quality Circle - FOB, Business Dialoge,
Ms. Hasali Rajakaruna	Principles of Management (Tutorials), Soft Skills Development, Business Ethics & CSR, Business Ethics	MIC of Young Researchers' Club, MIC of Basketball Club, Co-Directress for Foundation program, Chief Organizer of the the DOMSRS '24 Chief Organizer of the NSBM Colours' Night
Ms. Senali Guruge	Computer Applications, Management Information Systems, Rewards Management, Introduction to Sustainability, Principles of Management - Tutorials	Co - MIC of Human Resources Circle of NSBM. Editorial Board in IJCBR Volume 3 Issue 01, Students' Research Symposium of Department of Management 2024, Organizing Team in Colours Night'24, ICOBI'24, & Vesak Celebration'24.
Mr. Venuka Batagoda	International Business Global Strategy Business Environment Principles of Management IHRM Global Enterprise	MIC - IBM Circle International Business curriculum revision committee member, Steering committee member for Research Symposium of Dept.of Management, Faculty of Business (FOB) Committee member - FOB Internal Quality Assurance Cell Committee member - Sri Lanka National Quality Awards 2024 Lecturer in Charge - CREST 2024 Member of committee for Business Dialogue Magazine 2024 for 8th anniversary Committee member - ICOBI 2024

DEPARTMENT RESEARCH

Ms.Thilini De Silva

- De Silva, T., & Hansson, H. (2024). The Impact of Social Media on Business Performance of Women Entrepreneurs and their Empowerment: A Mixed Methods Study in the Context of Sri Lanka. *Managing Global Transitions*, 22(2).
- De Silva (2024). *Women Entrepreneurship in India: Before and Beyond 2024*. India Ascending, The Rise of a Global Player 01. (246-253). Bloomsbury.

Ms. Bhasuri Amarathunge

- Abhayaguanrathna, W. D. G. G., & Bhagyani, A. A. B. (2024). Conceptualizing the impact of green HRM practices on organizational investment decisions: Theoretical insights into the mediating role of employee green behavior.
- Bhagyani, A. B., & Gallage, N. (2024). Book Review: *Entrepreneurship and Universities: Pedagogical Perspectives and Philosophies*.

Prof. Dushar Dayarathne

- Opatha, H. H. D. P. J., & Dayarathna, N. W. K. D. K. (2024). Determinants and dimensions of sustainable HR analytics: A conceptual model. *South Asian Journal of Management*, 31(3), 86–110.
- Opatha, H. H. D. P. J., & Dayarathna, N. W. K. D. K. (2024). Measuring HR analytics application and HR analytics competencies of HR professionals: Towards operationalization from conceptualization. *Global Journal of Human Resource Management*, 12(2), 90–111.
- Opatha, H. H. D. P. J., & Dayarathna, N. W. K. D. K. (2024). Unraveling the dimensions of HR analytics and sustainable HR analytics: Paving to a new paradigm. In *Handbook on Business Analytics*. CRC Press, Taylor & Francis Group, Boca Raton, Florida, United States.
- Opatha, H. H. D. P. J., Dayarathna, N. W. K. D. K., Dowling P. & Bartram, T. (2024). Human resource analytics competency of human resource management professionals and organizational performance. *Journal of Management Analytics*.
- L M I Madushani & Dayarathna, D. (2024). Impact of Psychological Capital on Perceived Job Performance of the Employees of a Selected Organization in the Tourism Industry in Sri Lanka. 4TH HRM Undergraduate Research Conference: University of Sri Jayewardenepura, Sri Lanka.
- Nawarathna, U. & Dayarathna, D. (2024). The Relationships between the Perceived Discrimination and the Health of the Field Officers in a Selected Microfinance Company in Sri Lanka. 4TH HRM Undergraduate Research Conference: University of Sri Jayewardenepura, Sri Lanka.
- Dayarathna, N.W.K.D.K. (2024) *Boosting the Strength of the HRM System in Your Organization*, 1st edition, Author Publication, Colombo, Sri Lanka.
- Dayarathna, N.W.K.D.K. (2024) *High Performance Work Systems*, 1st edition, Author Publication, Colombo, Sri Lanka.
- Dayarathna, N.W.K.D.K. (2024) *Secrets of Highly Successful Research Students*. Department of Management, Faculty of Business, NSBM Green University, Colombo, Sri Lanka.
- Dayarathna, N.W.K.D.K. (2024) *Human Resource Management*, 5th edition, Author, Colombo, Sri Lanka.

DEPARTMENT RESEARCH

Mr. Prasanna Perera

- Amandi, H. L. H., Perera, G. P. K., & Batagoda, V. (2024). An analysis of factors affecting Food Waste in the Outbound Supply Chain: A study of selected Supermarkets in Gampaha District, Sri Lanka. Crossing the Chasm through Human Resources, Entrepreneurship and internationalization: From Theory to Reality. (pp.96-113). NSBM Green University.

Ms. Aushadarie Kaushalya

- Alahakoon, D. and Vidanalage, A.K.T. (2024). Impact of Green Marketing Mix on Customers' Green Purchasing Intention with Special Reference to Sri Lankan Hotel Industry, (01). 24-37. Department of Management Student Research Symposium, NSBM Green University.
- Imbulgoda, I.N.H.G and Vidanalage A.K.T. (2024). The Relationship between Green HRM Practices and Employee Green Behaviour: Evidence from the Apparel Industry in Sri Lanka, (01). 01-23. Department of Management Student Research Symposium, NSBM Green University.
- Vidanalage, A. K. T., & Rajapakse, V. (2024). Exploring the impact of chatbot integration on emotional labour and job satisfaction among university academics. Proceedings of the International Conference on Business Innovation (ICOBI), Colombo, Sri Lanka (p. 89).
- Alahakoon, D. R., & Vidanalage, A. K. T. (2024). Exploring the relationship between green marketing mix and customers' green purchasing intentions: A study of the Sri Lankan hotel industry. Proceedings of the International Conference on Business Innovation (ICOBI), (p. 391)

Ms. Shehani Joseph

- Harrison, R. (Ed.). (2024). Leadership and leadership development: Critical perspectives and contemporary approaches. Routledge (Book Chapter - Accepted to be published)

Ms. Udani Dilrangi

- Dilrangi, M. U., Fernando, R., & Rathnayake, C. (2024). Navigating Challenges: How Resilient Leadership Fosters Employee Empowerment in Private Higher Education in Sri Lanka. Interdisciplinary Conference of Management Researchers 2024, University of Sri Jayawardenapura.

Ms. Thamodya Ediriweera

- Dissanayake, H. P., Hansika, D., Ediriweera, T. T., & Patrick, C. H. (2024). Gender dynamics in the Sri Lankan cinema: Unpacking the underrepresentation of women in managerial roles. International Conference on Business Innovation. NSBM Green University.
- Patrick, C. H., Ediriweera, T.T., Dissanayake, H.P., & Hansika, D. (2024). Exploring Adoption Intentions in the Integration of Artificial Intelligence in Fintech: Multiple Case Study from Sri Lanka. International Conference on Business Innovation. NSBM Green University

DEPARTMENT RESEARCH

Ms. Prabha Silva

- Udayanga, L., Subashini, N., Udugama, M., Silva, P., & Ranathunge, T. (2024). Knowledge, perceptions, and consumption behaviour of cosmetics among undergraduates of Sri Lanka: a descriptive cross-sectional study. *Frontiers in Public Health*, 11, 1184398.
- Wickramasinghe, P.G.D.S. & Silva, A.P. (2024). The Impact of Health and Safety Measures on Job Satisfaction of Lanka Electricity Company (Pvt) Ltd : With Special Reference to Western Province (Maharagama and Kotikawaththa). *International Conference of Business Innovation-ICOBI 2024*.
- Dewmini, S.M.C & Silva, A.P. (2024). Impact of the Management Engagement on Implementation of the TQM In Food and Beverage Industry: Based on ABC Company. *International Conference of Business Innovation-ICOBI 2024*.
- Jeerasinghe, R.T. & Silva, A.P. (2024). The Impact of Rewards Management on Job Satisfaction of Operative Level Employees in Selected Apparel Companies. *International Conference of Business Innovation-ICOBI 2024*.
- Silva, A.P. (2024). Effect of Agricultural Sector (Non-Plantation) Determinants on Gross Domestic Production in Sri Lanka. *International Conference on Transformative Applied Research - ICTAR 2024*. Accepted to be Published by Taylor & Francis Group

Ms. Dilki Hansika

- Dissanayake, H. P., Hansika, D., Ediriweera, T. T., & Patrick, C. H. (2024). Gender dynamics in the Sri Lankan cinema: Unpacking the underrepresentation of women in managerial roles. *International Conference on Business Innovation*. NSBM Green University.
- Patrick, C. H., Ediriweera, T.T., Dissanayake, H.P., & Hansika, D. (2024). Exploring Adoption Intentions in the Integration of Artificial Intelligence in Fintech: Multiple Case Study from Sri Lanka. *International Conference on Business Innovation*. NSBM Green University

Mr. Venuka Batagoda

- Batagoda, V., Dharmawardhana, T., Dias, E., Gamage, P., & Weerasekera, S. (2024). Localizing Strategies for a Wood Coating Product: A Case of Sri Lankan Multi-National Company. *A Journal of Management Studies*. (Vol. 5 Issue 1) Weerasekera, S. & Batagoda, V. (2024).
- Batagoda, V. & Weerasekera, S. (2024). How Outsourcing Shapes The Identity of Multinational Enterprises: A Conceptualization.(2024) *International Research Conference on Management and Finance*, University of Colombo
- Amandi, H. L. H., Perera, G. P. K., & Batagoda, V. (2024). An analysis of factors affecting Food Waste in the Outbound Supply Chain: A study of selected Supermarkets in Gampaha District, Sri Lanka. *Crossing the Chasm through Human Resources, Entrepreneurship and internationalization: From Theory to Reality*. (pp.96-113). NSBM Green University.
- Batagoda, V., Silva, P., Wanniyachy, S., & Dissanayake, E. (2024). Comparative Conceptualization of Gender Equity Frameworks in Multinational Enterprises: A Focus on Unilever in Sri Lanka and UK. *International Conference on Business Innovation*
- Batagoda, V., Weerasekera, S. & Weerasinghe, G. (2024). Does Outsourcing Supply Chain partners lead to the unraveling of MNEs' Sustainable Practices. *International Conference on Business Sustainability*

DEPARTMENT UNITS



HUMAN RESOURCE UNIT

The Human Resources Unit, part of the Faculty of Business at NSBM Green University, aims to develop well-rounded graduates equipped with strong academic, business, leadership, and interpersonal skills.

It also oversees the Human Resources Circle, a platform for undergraduate students to showcase their talents and make meaningful contributions to society through skill-enhancing events and activities.

The unit offers a Bachelor of Science in Business Management (Human Resource Management) degree within a dynamic learning environment, delivered by a highly qualified faculty.

INTERNATIONAL BUSINESS UNIT

The International Business Management Unit [IBM] at NSBM excels in producing accomplished graduates and a strong alumni network. It prepares students to navigate global business challenges by understanding economic, political, and cultural factors.

Through the International Business Management Circle, students enhance their skills via workshops and events with industry professionals. The unit offers programs like the BSc in International Management and Business (Plymouth University), BM in International Business (NSBM), and Bachelor of Business in Management, Innovation & Supply Chain Logistics (Victoria University).

EVENTS 2024

HUMAN RESOURCE CIRCLE

01. Exquizite 3.0 Launching Ceremony

The Launching Ceremony of EXQUIZITE 3.0, Sri Lanka's largest corporate quiz competition, took place on February 7, 2024, at the Green Boardroom. Hosted by the Human Resources Circle of the Department of Management, in collaboration with NFORCE for the third year, the event featured distinguished guests, including Prof. Baratha Dodankotuwa (NSBM), Ms. Thilini de Silva (Dean of the Faculty of Business), and Ms. Bhasuri Amarathunga (Head of the Department of Management). The ceremony also unveiled the EXQUIZITE 3.0 logo and official website, offering updates and registration details, while showcasing the event's careful planning and strategic vision for success.



02. Exquizite 3.0 The Grand Finale

EXQUIZITE 3.0, Sri Lanka's premier corporate quiz competition, culminated in a thrilling Grand Finale on March 19, 2024, at the NSBM auditorium. Organized by NSBM's Human Resource Circle and NFORCE - NSBM, the event saw 68 corporate teams competing in online preliminaries, with the top 25 advancing to the semifinals. People's Bank emerged as champions, with Team IFS and Team Orana securing second and third places, respectively. The event was graced by esteemed dignitaries, adding grandeur to this intellectually engaging competition.



EVENTS 2024 - HUMAN RESOURCE CIRCLE

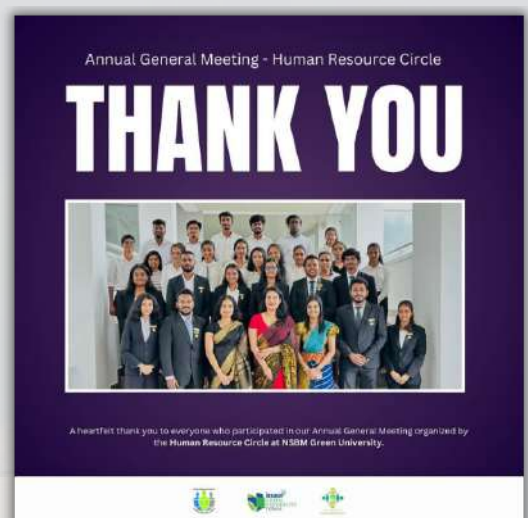
03. LinkedIn Workshop

The Human Resource Circle of NSBM Green University hosted insightful LinkedIn workshop on the July 2nd, offering students valuable tips on optimising their LinkedIn profiles to enhance career opportunities. This session, led by Mr. Rushdi Hadi, Manager of Career Guidance at NSBM, provided practical guidance on building professional networks and creating a compelling online presence. Attendees also received e-certificates, LinkedIn guideline booklets, and the chance to capture professional profile photos.



04. Annual General Meeting

The Annual General Meeting (AGM) of the Human Resource Circle at NSBM Green University was held on September 4th at the Faculty of Business, Hall 009. The event brought together members and organizing committee contributors, including those of Exquisite 3.0, who were recognized with certificates for their hard work and dedication. Attendees were also treated to exciting updates and plans for the future of the HR Circle.



05. CV Mastery

The Human Resource Circle held "CV Mastery," an online workshop on November 6th via Zoom, led by Mr. Aishan Bamunawita from MillenniumIT ESP. The session included tips on crafting professional CVs, interactive examples, customizable templates, and a Q&A for personalized guidance, helping attendees enhance their professional profiles.



EVENTS 2024

INTERNATIONAL BUSINESS MANAGEMENT CIRCLE



01. Open Day Stalls

This event welcomed all participants to indulge in the world of tropical delights. The inclusion of delicious fruity skewers, freshening Hawachae delights, and the flavourful jungle juice blessed all consumers into paradise. The refreshing treats left participants wanting for more as it cooled them down in the excruciating hot weather.



02. Round 1 of Mindscape

Mindscape, a challengeable event to test undergraduates for their intellectual abilities. The heart thumping inaugural event of Mindscape, riddle rally, engaged fourteen teams who battled against time to unravel clues while sharpening their wits. Yet only the top six teams vanquished and earned a spot for round two. The first round displayed the strength, determination, and the competitive spirit of all participants as they challenged their brains to modulate answers for puzzling riddles.



03. Round 2 of Mindscape

Following the success of Riddle Rally, round two, Mystery Conquest, outset with three long vigorous hours of a university-wide mystery conquest. Seven teams partook in the fusion of physical and mental obstacles constructed esprit de corps whilst exercising independent strength. The tournament concluded with five teams triumphantly qualifying for the grand finale of Mindscape.



EVENTS 2024 - INTERNATIONAL BUSINESS MANAGEMENT CIRCLE

04. Mindscape Grand Finale

The Mindscape finale on June 27, 2024, featured rounds like "Spin the Wheel" and "Survey Says," with Team Assets winning and Team Yes Co as runners-up. Attended by faculty and judged by Ms. Thilini De Silva, Ms. Bhasuri Amarathunge, and Ms. Shehani Joseph, the event celebrated the efforts of the International Business Management Circle and its volunteers.



05. WINGS INTRODUCTION

The International Business Management Circle introduced a new scheme to the system, WINGS. WINGS was initiated to guide new recruits of the circle shaping and aligning their skills with their passion. A never taken strategy, wings was born with the induction of a new hierarchical system accommodating Finance, Marketing, Management and Operations wings, diverging each member of the circle to independent wings, kickstarting a much-composed experience for each member.



06. FUNCade

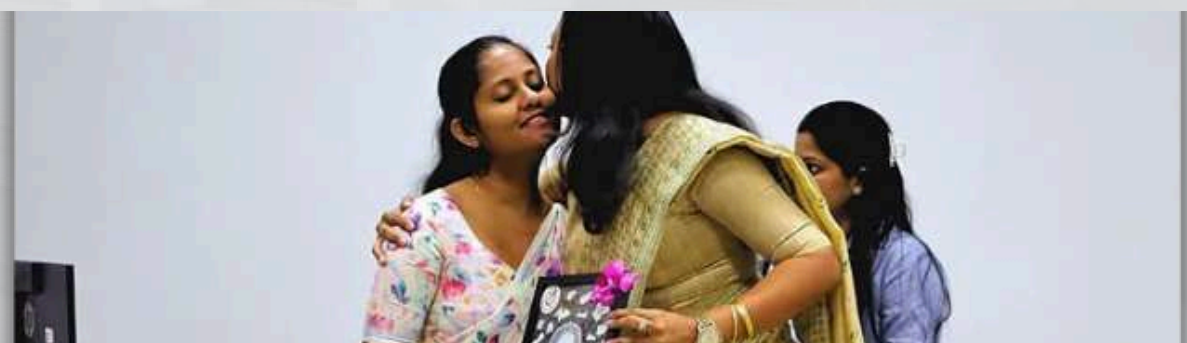
FUNCade, a gaming paradise orchestrated by the members of the International Business Management circle on 7th of October and on the 4th of November. Promising to create a zone where no boredom shall be left, FUNCade thrilled participants with diverse games ranging from Balloon Pop, Bracelet Challenge, and Sliding Puzzle. In addition, the event composed an exclusive Halloween themed photobooth to resonate with a spine-chilling ghostly experience.



EVENTS 2024 - INTERNATIONAL BUSINESS MANAGEMENT CIRCLE

07. Forever with Us

On 12th November, the International Business Management Circle commemorated the achievements of non-academic staff of NSBM Green University. The event was graced by the presence of Dean of the Faculty of Business, Ms. Thilini de Silva; Head of the Department of Management, Ms. Bhasuri Amaratunge; Heads of the Faculty of Business and Lecturers from the Faculty of Business. A day well spent celebrating the tenacious work of the heroes behind the scenes.



EVENTS 2024

ENTREPRENEURSHIP CIRCLE

01. Fitness Workshop

The Entrepreneurship Circle of NSBM Green University launched the year with an inspiring fitness-focused event on January 19, 2024. Held at the Recreational Centre, the program featured motivational speeches, a guided full-body workout, a refreshing pool session, and healthy competitions like push-ups and planks. Participants also received personalized advice on workout schedules and diet plans, encouraging them to adopt a healthier lifestyle as a foundation for success.



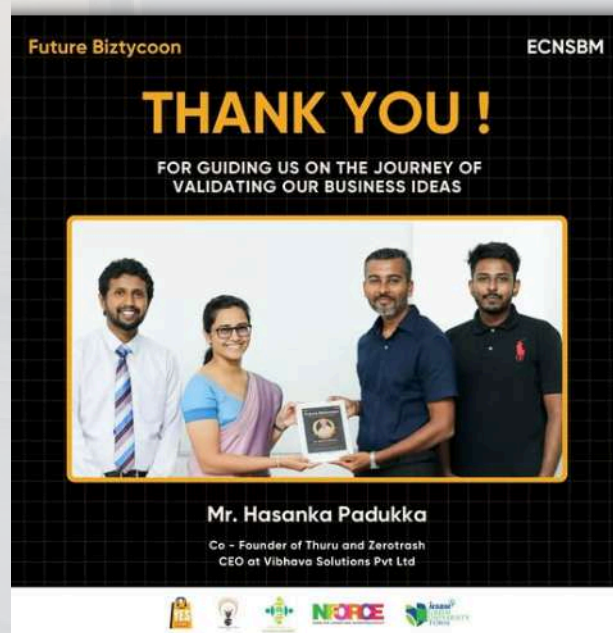
02. General Meeting

The Entrepreneurship Circle's January general meeting celebrated the launch of a pioneering entrepreneurial strategy, featuring 25+ events and workshops. The event included a formal badging ceremony for top board and managers, with insightful contributions from Ms. Shehani Joseph and Mr. Rushdi Hadhi enriching the session.



03. Future Biztycoon

The Biztycoon Workshop Series, organized by NSBM's Entrepreneurship Circle and NFORCE, featured seven workshops on key entrepreneurial topics, including business modeling, product-market fit, and pitching. Launched on February 24, 2024, it offered students practical insights, networking, and opportunities to showcase ideas, fostering a thriving startup ecosystem at NSBM.



EVENTS 2024 - ENTREPRENEURSHIP CIRCLE



04. NSBM DEMO DAY

The NSBM Entrepreneurship Circle hosted its first Demo Day, showcasing innovative business pitches to a panel of industry and academic leaders. Key winners included Rishma Rizvi ("The Most Thriving Business of the Year" for Soapstoris), Madilka Fernando ("Emerging Entrepreneur of the Year" for an automated boat tractor), and Tirosh M. Silva ("Best Entrepreneurial Idea" for solar-powered EV charging stations).



05. Emerge '24

Emerge '24, NSBM's Annual Entrepreneurial Celebration, focused on turning business ideas into reality. Supported by Ideamart, Vee Power Solutions, and Bank of Ceylon, the event featured Dialog Axiata's Dushantha Ranwala as keynote speaker and pitches by Rishma Rizvi, Madilka Fernando, and Tirosh M. Silva, celebrating innovation and entrepreneurship.



06. RESURGE '24

The Entrepreneurship Circle welcomed the new top board for the year 24/25. Bidding farewell to the elite board of 23/24, members and lecturers gathered to celebrate the great achievements and reminisce the past triumph work of the Entrepreneurship Circle. Thanking the unwavering support of the team for their long-lasting contributions, the formal ceremony drew to a close.

EVENTS 2024 - ENTREPRENEURSHIP CIRCLE

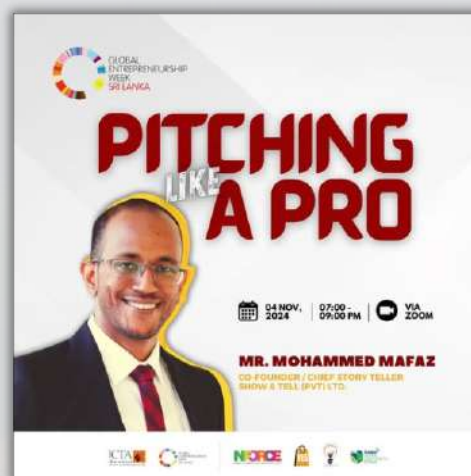
07. A Walk to Remember

On November 5th, the Entrepreneurship Circle celebrated NSBM's 8th anniversary with A Walk to Remember, featuring a panel discussion with Anne Pathirana, Rekha Kulasekara, and Vidusha Fernando on innovation and success. Coinciding with the EC's general meeting, the event fostered inspiration, collaboration, and camaraderie, marking NSBM's journey of success.



08. Pitching Like A Pro

An online session was conducted in partnership with Mr. Mohammed Mafaz, as part of the Global Entrepreneurship Week celebration. This exclusive session enhanced students' public speaking and strategic skills, easing them to deliver their business ideas in a cogent tone.



09. The Pitch Room

A challenge like no other, the Entrepreneurship Circle, orchestrated a competitive challenge to test innovative and strategic business ideas of 37 teams whose passion to ignite in the world of business was superior.

10. Entrepreneurship for Women (Episode 1 of the Entrepreneurship for Everyone series)

The Entrepreneurship Circle launched Global Entrepreneurship Week with an Instagram Live session on "Entrepreneurship for Women," featuring Nadia De Mel, founder of Nina and SynergiX, who shared her inspiring entrepreneurial journey.



EVENTS 2024 - ENTREPRENEURSHIP CIRCLE



11. The Global Entrepreneurship Week (GEW) Celebrations

The Global Entrepreneurship Week Celebrations 2024 began with Chief Guest Sachindra Samararatne from ICTA and esteemed guests, including Thilini De Silva, Udani Dilrangi, and Sherein Abeygoonesekera. In partnership with Nforce, the event celebrated innovation and entrepreneurship, launching 20+ events for November.



12. She Inspires

As part of Global Entrepreneurship Week Sri Lanka, the Entrepreneurship Circle, in collaboration with the 24.4 foundation batch, hosted a panel discussion on women in entrepreneurship. Esteemed guests, including Thilini De Silva, Nadini Perera, and Nadia De Mel, shared inspiring journeys, promoting women empowerment and encouraging future entrepreneurs to break barriers.



13. Instagram Live - Entrepreneurship for Youth (Episode 3 of the Entrepreneurship for Everyone series)

The Entrepreneurship Circle collaborated with Mr. Sachin Wickramasinghe, the founder of Thyaga, to conduct an Instagram live session as part of the Global Entrepreneurship Week Sri Lanka. Mr. Wickramasinghe shared his expedition as a visionary leader in the dynamic business world.

EVENTS 2024 - ENTREPRENEURSHIP CIRCLE

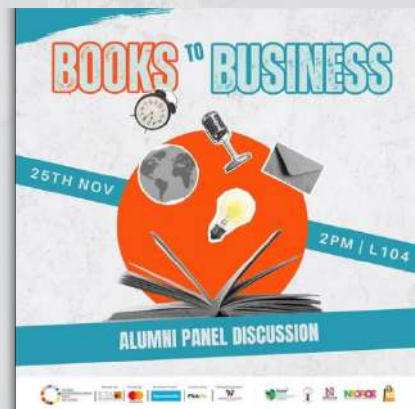
14. Entrepreneurship for Students (Episode 4 of the Entrepreneurship for Everyone series)

Mr. Heshan Amarawansa, the founder of Loom and Lace Clothing, conducted an insightful Instagram live session on "Entrepreneurship for Students", as part of the Global Entrepreneurship Week Sri Lanka. Mr. Amarawansa shared his voyage as an entrepreneur and offered tips for future eager technopreneurs.



15. Alumni Panel Discussion

From theory to business - the Entrepreneurship Circle organized an Alumni Panel Discuss, as part of the Global Entrepreneurship Week Sri Lanka, to equip new aspiring entrepreneurs with key strategies into successfully building a business venture.



16. Together in Tune

To celebrate the Global Entrepreneurship Week Sri Lanka, the Entrepreneurship Circle organized a sing-along session circulating joys of music.



17. Inspiring Session with Mr. Janik Jayasuriya

On November 27th, a rare opportunity was facilitated to NSBM Green University students where they had the chance to learn from an industry expert, Mr. Janik Jayasuriya, the founder of Celeste Daily, as part of the Global Entrepreneurship Week Sri Lanka. The session showed Mr. Jayasuriya's insightful knowledge and his journey at the Founders Formula.



EVENTS 2024

YOUNG RESEARCHERS' CIRCLE

Young Researcher's Club
Monthly Meeting | JANUARY

#1
Ms. Tharushi Hettiarachchi
 Lecturer
 Department of Economics and Decision Sciences,
 Faculty of Business,
 NSBM Green University.
Exploration of Dynamics in Quantitative Research: Unraveling Patterns through Time Series and Cross-Sectional Analysis

#2
The Research Onion Model | **Natharie | Cholani**
 Young Business Researcher's Club

02nd February | **JOIN US @ 005 FOB 3⁰⁰ PM**



01. Monthly Meeting

The monthly meeting of January embraced the presence of Ms. Tharushi Hettiarachchi on an insightful session on "Exploration of Dynamics in Quantitative Research: Unraveling Patterns through Time Series and Cross - Sectional Analysis". Natharie and Clolani of the Young Researchers' Circle conducted a presentation on " The Research Onion Model" facilitating students to comprehend the key strategies and takeaways of research.

Crispy
CASSAVA CHIPS AND CUTLETS



18TH FEB SUNDAY | **9.00 AM** ONWARDS | **IN FRONT OF REC** NSBM GREEN UNIVERSITY



02. Crispy Cassava Chips and Cutlets

This event welcomed all students at NSBM Green University to indulge in a feast of Cassava Chips and Cutlets. The savoury and crispy goodness left all students craving a more mouthwatering feast of Cassava Chips and Cutlets.

Young Researcher's Club
Monthly Meeting | MARCH 2024

Ms. Charmain Patrick
 Temp. Lecturer
 Department of Accounting and Finance, NSBM Green University.
"Changes in the Fundamentals of Auditing: Case Evidence from a Big Four Audit Firm in Sri Lanka"

"General Approach when doing a Research" | **Savindi & Ayodhya**
 Young Business Researcher's Club

22nd March | **JOIN US via Zoom 11⁰⁰ AM** | **SCAN ME**




03. Monthly Meeting

The monthly meeting of March outset with an insightful session with Ms. Charmain Patrick on "Changes in the Fundamentals of Auditing: Case Evidence from a Big Four Audit Firm in Sri Lanka". Savindi and Ayodhya of the Young Researchers' Circle conducted a discussion on "General Approach when doing a Research" equipping new research students with the adequate tools to kickstart their research career.

EVENTS 2024 - YOUNG RESEARCHERS' CIRCLE

04. Secrets of Highly Successful Research Students

The Young Researchers' Circle organized an enlightening session with Prof. Dushar Dayarathna on "Secrets of Highly Successful Research Students". This key online session positioned students to identify key strategies and insights of seasoned researchers.



05. Monthly Meeting

The Young Researchers' Circle organized the monthly meeting for July with the esteemed presence of lecturers and members. Ms. Thaksala Weerasekara conducted a session on "Finding Your Research Focus: Selecting Topics and Evaluating Articles" to ease the research process for students. Tharuki and Ashara of the Young Business Researchers' Circle presented "How to Select a Sample and Sampling Methods" to help students comprehend sampling importance in research.



06. DOMSRS 24

On August 15, 2024, NSBM's Department of Management hosted its first Student Research Symposium on "Crossing the Chasm through Human Resources, Entrepreneurship and Internationalization: From Theory to Reality." The event featured academic and student presentations, with Ruth Perera winning Best Article and Divangani Gangatharan Best Poster. Distinguished guests, including Prof. Baratha Dodankotuwa and Prof. Pavithra Kailaspathy, marked the symposium's success.



EVENTS 2024 - YOUNG RESEARCHERS' CIRCLE



07. Annual General Meeting

On 5th December 2024, the Young Business Researchers' Circle held its Annual General Meeting to honour and acknowledge past achievements, transitions and new beginnings. Ms. Prabha Silva, a lecturer attached to the Department of Management, graced the event with an insightful session of "Find the Researcher in You" galvanizing participants to pursue interests in research. The event paid tribute to the outgoing board, led by Ms. Natharie Chandrakumara, President of YRC, and the Executive Board of 2023/24. Bearing in mind the unwavering support and guidance of Ms. Shehani Joseph, the former MIC, and to Ms. Bhasuri Amarathunge, Head of the Department of Management, the AGM ended.



EVENTS 2024

PUBLIC RELATIONS TEAM

01. Launch - Year in Review 2023

The Department of Management, Faculty of Business at NSBM Green University successfully launched the Year in Review for 2023 on March 6, 2024. The third edition of the publication was presented to key officials, including Prof. E.A. Weerasinghe (Vice-Chancellor), Prof. Baratha Dodankotuwa (Head of Academic Development and Quality Assurance), and Ms. Bhasuri Amarathunga (Head of the Department of Management). The event, featured on the Faculty Board's agenda, highlighted the department's achievements and progress. The publication, created by the Department's PR Team, showcased the accomplishments of faculty, staff, and students. Special thanks were given to the PR team for their efforts.



02. The Lounge Episode 03

The Lounge Episode 03, presented by the Department of Management, features Mr. Thisal Yatawara, a distinguished young achiever. Hosted by Neluka, the episode highlights Mr. Yatawara's accomplishments, including his First-Class Honours in International Business (Plymouth Batch 16.1) and his Silver Medal in badminton at the 2016 South Asian Games. Currently a lecturer in Marketing and Tourism Management at NSBM Green University Town, Mr. Yatawara discusses the balance between academic success and extracurricular achievements. This episode offers valuable insights into excelling in both academic and athletic pursuits.



OTHER

Guest Lecture on Contemporary Business Issues by Mr. Vidusha Nathavitharana



On January 31st, the Department of Management hosted a guest lecture by Mr. Vidusha Nathavitharana, recognized as one of the Top Fifty Global Thought Leaders on Culture 2024 by Thinkers 360. His insightful talk on contemporary business issues and the entrepreneurial mindset inspired first-year students to pursue excellence and turn dreams into reality. Part of the Management Process module, the session provided valuable insights into leadership, independence, courage, and determination, equipping students to navigate the dynamic business world.

Guest Lecture for Batch 24.1 by Ms. Elisha Fernando, the founder and managing director of Foresight Envoy (Pvt) Ltd



To bridge theory and practice, the Department of Management hosted a guest lecture by Ms. Elisha Fernando, founder and managing director of Foresight Envoy (Pvt) Ltd, an organization specializing in leadership, future studies, law-related education, and R&D. Delivered as part of the Principles of Management module, her session emphasized building resilience and key attributes to overcome business challenges. As a visiting lecturer at renowned universities, Ms. Fernando inspired first-year students to embrace self-awareness and networking to establish their personal and professional brand in the corporate world.

EVENTS 2024 - OTHER

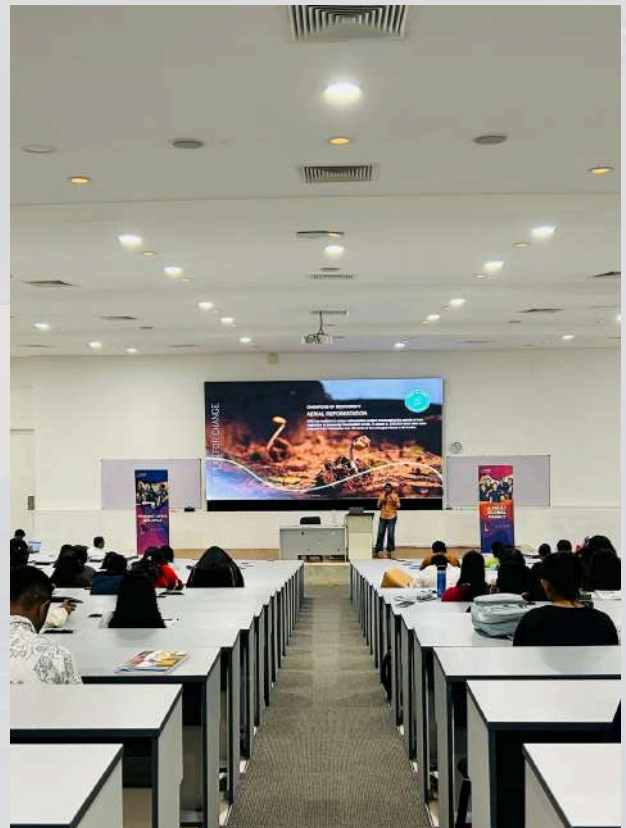
Industrial Visit of Batch 22.2/23.1 to Nagarro - Trace Expert City Colombo

Undergraduates of the BA in Business Communication program (Batch 22.2/23.1) visited Nagarro at Trace City, Colombo, as part of the Business Ethics module. Industry experts led insightful sessions, including "Understanding Business Landscape and Stakeholders" by Mr. Asanka Alwis, "Ethical Issues in Firm-Employee Relationships" by Mr. Roshan Chandraguptha, and "Corporate Social Responsibility" by Ms. Vajra Fonseka. These interactive discussions highlighted the role of ethics in shaping stakeholder relationships, corporate behavior, and social responsibility.



Guest Lectures by Ms. Uvini Athukorala and Mr. Eranga Bowatta from MAS

NSBM Green University hosted Ms. Uvini Athukorala, Manager of Environmental Sustainability at MAS Capital, for an inspiring lecture on sustainable practices shaping the future of industries. This was followed by Mr. Eranga Bowatta's briefing on career opportunities at MAS, empowering students to join a leading global organization. NSBM extends heartfelt thanks to MAS Capital for inspiring students to champion sustainability and lead in the industry.



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Lecturer



Ms. Prabha Silva
Lecturer



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22.2 batch - 26629
IBM - Plymouth Degree



Imashi Peiris
23.2 batch - 26463
VU Double Major



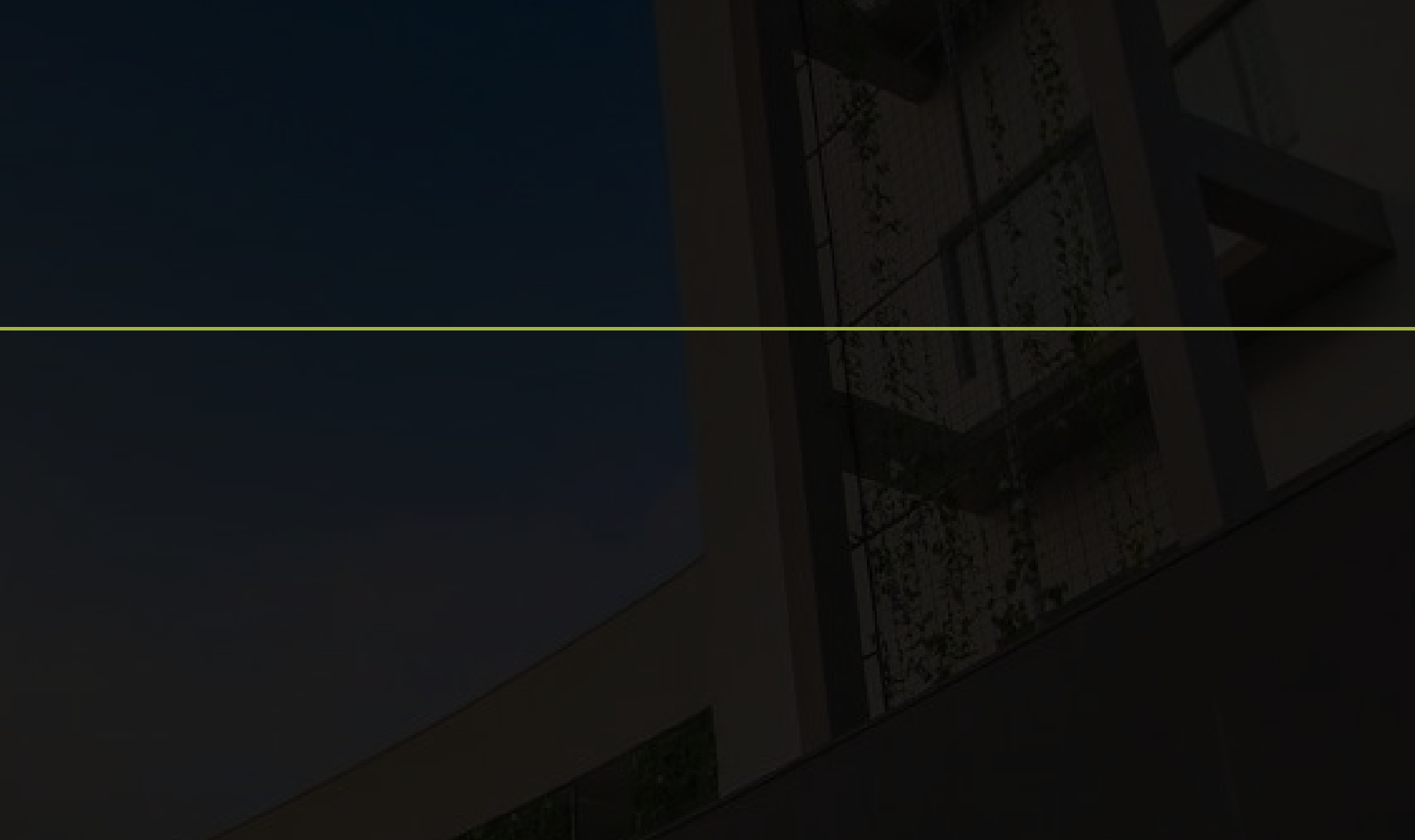
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**WRITTEN, COMPILED, DESIGNED,
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PUBLIC RELATIONS TEAM**

